

# The LEAFLET



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## Survey Reveals Residents and Businesses Are Happy With City Services

Every two years, the City conducts an independent scientifically-based survey to gauge the community's satisfaction and priorities as they relate to City services and facilities. The 2012 survey sampled 400 individuals drawn from registered voters in the City and 200 business owners and managers.

The survey highlights public opinion in regards to local issues and overall satisfaction with services such as public safety, planning and permitting, community preservation, road and landscape maintenance, recreation, and communications. The City uses this to drive strategic decisions in areas such as service improvements and enhancements, measuring and tracking internal performance, budgeting, policy-making, and planning.

**So how satisfied are residents and businesses with our efforts to provide municipal services?** An overwhelming majority of residents (95%) and businesses (92%) are satisfied with our efforts to provide city services.

**What are the top priorities for residents?** Residents care about reducing traffic congestion (10.3%), maintaining public safety (9.6%), and improving parks and increasing recreational opportunities (9.5%).

**What are the top priorities for businesses?** Businesses care about improving marketing, networking, and advertising opportunities (13.4%), encouraging economic growth and development (8.1%), and reducing traffic congestion (6%).

"This report card is as good as you can hope to get," said Timothy McLarney, Founder and President of True North Research. "The City of Lake Forest has over a decade of continuous improvements in terms of how the community views its performance in providing municipal services. This is an exceptional accomplishment – and it shows the City's dedication to listening to its residents and local businesses and adjusting priorities and service levels accordingly."

A full report of the survey results is available on the City's website at [www.lakeforestca.gov/2012Survey](http://www.lakeforestca.gov/2012Survey).



*A Tour of Whisler Ridge ... Page 3*



## CITY MANAGER'S



## Message

The results of the 2012 Resident and Business Survey are in and the numbers are up! We are thrilled that the City continues to meet the needs of the community with 97% of residents and 88% of businesses rating the quality of life or the business climate in Lake Forest as excellent or good – an increase from the 2010 survey. According to True North Research, the independent survey research firm commissioned to conduct the survey, Lake Forest residents and business owners/managers continue to be one of the most satisfied communities that the firm has ever encountered.

We certainly appreciate the positive feedback, and are motivated to continue meeting, and exceeding, your expectations. The survey results, which represent your interests, help set the future direction of the City. The City's Five-Year Strategic Business Plan ("Plan"), currently in development for 2013-2018, is a tool that allows the City to assess its current status, forecast future revenues and expenditures, and identify projects and programs for the upcoming five years. The survey results are used by the City Council to make sound, strategic decisions regarding new services, service enhancements, and plans for new projects, programming, facilities, and amenities, which are then documented in the Plan. The Plan also serves as the foundation for Lake Forest's Annual Operating and Two-Year Capital Improvement Project budgets.

Community members are invited to attend a Five-Year Strategic Plan Development workshop, as well as give input to the draft Five-Year Plan at a future Council meeting, both to be held in Spring 2013. Look for the dates on the City's website in the near future. The approved Plan will be available on the City's website this summer, along with the Operating and Capital Improvement Project budgets.

Sincerely,

*Robert C. Dunek*

Robert C. Dunek,  
City Manager

## Save the Date!

### Secrets & Strategies for Business Success

On Friday, April 12, learn the *Secrets and Strategies for Business Success – Connect, Learn, & Grow!* This free workshop is cosponsored by the City of Lake Forest and Lake Forest Chamber of Commerce. This half-day seminar is geared towards current and prospective entrepreneurs interested in learning the essentials to grow their business from experts in their given industry. Business owners can also network for success while stopping by one of our many resource booths and building partnerships along the way.

Secrets and Strategies for Business Success: Connect, Grow, & Learn will be held at Lake Forest City Hall, 25550 Commercentre Drive. A continental breakfast and a light lunch will be served. Contact Economic Development at [economicdevelopment@lakeforestca.gov](mailto:economicdevelopment@lakeforestca.gov) or call 461-3567 for more event details.

### Upcoming City Council Meeting Dates

City Council meetings are held on the first and third Tuesday of every month starting at 7:00 p.m.

- Tuesday, March 19
- Tuesday, April 2
- Tuesday, April 16
- Tuesday, May 7

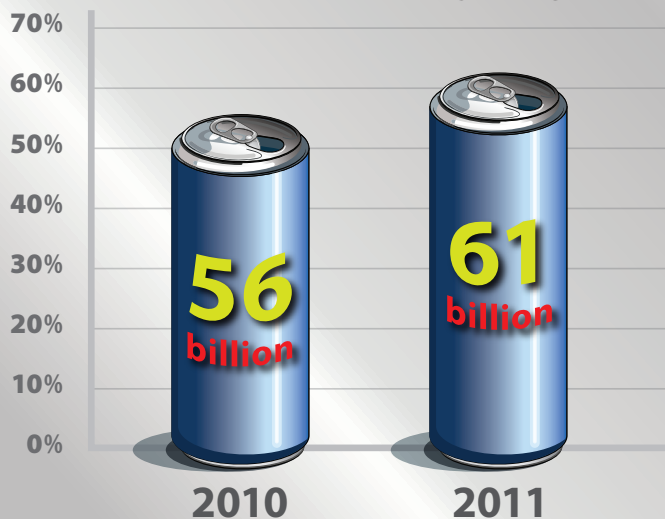


**You Bet  
We Can!**

# Aluminum Cans Are the Most Recycled Beverage Container

Help make a difference in the environment and your community by recycling aluminum cans. Believe it or not, the aluminum can you recycle today typically ends up back on store shelves as a new can, in as little as 60 days! Aluminum cans are 100% recyclable and can be recycled over and over again for less than manufacturing a new can.

## Aluminum Can Recycling Rate



## Fast Facts

- U.S. recycling rate for aluminum beverage containers has hit a new high of 65%.
- 61 billion cans were recycled in the U.S. in 2011.

## Going Away for Spring Break?

***Sign up for a vacation  
home check today!***

Take advantage of the City's Vacation Home Check program! While you are away, we will check your home each day to make sure the doors are locked and papers are picked up around your front door. This service is free to Lake Forest residents, Monday through Friday. For more information, call Melisa Cavazos at 461-3530.



## Meet Your Neighbors at Whisler Ridge

We're down to the last few homes at our newest community – Whisler Ridge! If you haven't had a chance to check out some of these beautiful homes in person, we've put together a virtual tour of the model homes just for you. Visit the City's website at [www.lakeforest-ca.gov](http://www.lakeforest-ca.gov), or simply scan this QR code to start the tour.





# Commercial Recycling, It's the Law!

## ***Who has to comply with the new law?***

Any business or multi-family complex (with five or more units) generating more than four cubic yards of trash a week. Businesses include, but are not limited to, office buildings, retail spaces, restaurants, non-profits, and schools. Multi-family complexes include apartments, townhomes, and condominiums.

## ***What do I have to do to comply?***

Businesses and multi-family complexes have the option to either self-haul or subscribe to a permitted hauler or recycler. To start a cost-saving recycling program, call Waste Management of Orange County at 1-866-967-3292.

## ***When do I have to comply?***

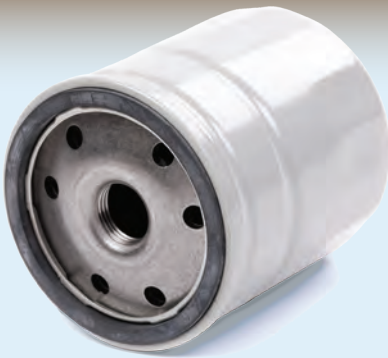
Now – the commercial recycling law was effective July 1, 2012.

## ***Why?***

Commercial recycling helps reduce garbage headed to landfills, which in turn reduces greenhouse gas emissions. It also expands opportunities for additional recycling services!



## Free Oil Filter Exchange



Stop by AutoZone and trade in an old oil filter for a brand new one for free! Used oil must be stored properly in a clean and uncontaminated container. Oil filters will be given away during this one day event only! Maximum two free filters per household.

March 23, from 8 a.m. to 2 p.m.  
24361 Muirlands Boulevard, Lake Forest

## Update on Ban of Pot Dispensaries



The City of Lake Forest, along with several other cities, is eagerly waiting for the California Supreme Court to decide whether or not cities and counties can exercise their constitutional authority to protect public safety by banning marijuana dispensaries. The City is hoping for a breakthrough when the Supreme Court renders a decision in *City of Riverside v. Inland Empire Patients Health and Wellness Center*.

Like many other cities, Riverside has shut down marijuana dispensaries based on local zoning ordinances and taken the battle to court. On February 5, the California Supreme Court heard oral arguments from both sides. As the deadline for a ruling quickly approaches, stakeholders across the state will be looking for this highly anticipated and much-needed guidance.

# Lake Forest Pride of Ownership Winner

Congratulations to Heather Richardson, the fifth winner of the Lake Forest Pride of Ownership contest. Mrs. Richardson certainly boosted her curb appeal – turning her home into the "pot of gold" at the end of the rainbow. We hope you enjoy your goodie basket of home improvement helpers.

You can show off your home improvement project by submitting before and after photos for consideration in the Lake Forest Pride of Ownership contest. Entries can be dropped off at City Hall, mailed in, or emailed to [LFPrize@lakeforestca.gov](mailto:LFPrize@lakeforestca.gov). For more information, call 461-3544.



BEFORE



AFTER (THE RAINBOW IS REAL!)

## S.T.A.R.S. Volunteers

We're looking for a few good men and women to join the Lake Forest Police Services' Sheriff's Team of Active Retired Seniors (S.T.A.R.S.) volunteer program! S.T.A.R.S. volunteers will help serve as the eyes and ears of the community through programs such as:

- vacation home checks,
- business checks,
- Neighborhood Watch programs,
- van patrol,
- and special events.

Volunteers must be Lake Forest residents and meet minimum qualifications. To volunteer, contact Deputy Nelson at 461-3545.

## Free Business Seminar: Social Media Marketing Made Simple!



The City of Lake Forest and SCORE Business Counselors invite you to attend the "Social Media Marketing Made Simple" workshop on Tuesday, March 26 from 5 p.m. to 8 p.m. at Lake Forest City Hall, 25550 Commercentre Drive. Jared Smith, cofounder and CEO for Talent Evolution, and John Walker, cofounder and Chief Solutions Officer will provide an overview of social media marketing strategies and best practices for business owners to foster new business relationships and grow their existing business. The free workshop will cover the most popular social networking tools (e.g., Facebook, Twitter & LinkedIn), valuable tips to leverage social media and create effective marketing campaigns, and real-world examples of companies using social media effectively.

A light dinner will be provided. Seating is limited! RSVP with Economic Development at [economicdevelopment@lakeforestca.gov](mailto:economicdevelopment@lakeforestca.gov) or call 461-3567.

# Protect the Environment While You Give Your Car a Scrub!

Giving our cars a bath can generate runoff with pollutants right into our local creeks and lakes. Wash water containing soap, detergents, and metals along with residues from exhaust fumes, brake pads, gasoline, and motor oil flow onto the street and into storm drains. Once this polluted water enters the storm drain system, it then flows directly into our local environment, and can come into contact with plants, animals, and even people.

Help protect our environmental resources by following a few simple tips:

- When possible, use commercial wash facilities.
- Wash vehicles over lawns and gravel areas. If these surfaces are not available, block and/or divert water to an area where the water can pool and evaporate throughout the day.
- Use a spray nozzle on your hose with an automatic shut-off, and turn the flow of water completely off when not actively washing your car.
- Use soaps, cleaners or detergents labeled non-toxic, phosphate free, or biodegradable. Vegetable and citrus-based products are typically safest for the environment.
- Shake floor mats into trash cans or vacuum to clean. Never shake over the ground.
- If using cleaners, use a rag to wipe them on and off, do not rinse them off with water.
- Use a bucket of soapy water to re-soap rags or sponges throughout the wash rather than adding more soap directly to them, and wring them out into the buckets.
- Always empty buckets containing dirty water into the sanitary sewer (e.g. sinks or toilets) or onto a landscaped area that will allow for infiltration.



***Remember, the Ocean Begins At Your Front Door.***

For more information, contact the Public Works Department at: 461-3480.

24-Hour Water Pollution Hotline (877) 89-SPILL

## Fair Housing

An impediment to fair housing opportunity is any policy or practice that denies or adversely affects the provision of housing to a person in any protected class. Examples of a protected class include minorities, elderly, and disabled persons. As a recipient of annual Federal Community Development Block Grant funds, the City of Lake Forest is committed to furthering fair housing practices in the community and cooperates with the Fair Housing Council of Orange County to eliminate discriminatory practices county-wide. Fair Housing opportunity is the law. If you or someone you know has a fair housing question or issue that needs to be addressed, please call the City's Housing Manager at 461-3471.





# Recreation/Events Calendar

## Spring 2013 (March-April)

### MARCH

#### Band Nights at the Skatepark

15

6-10 p.m.

Etnies Skatepark  
of Lake Forest  
(20028 Lake Forest Dr)

Fee: \$5 per person



#### Spring Skate Egg Hunt at the Park

30

11 a.m.-1 p.m.

(Egg hunt starts at 11:15 a.m.)

Etnies Skatepark of Lake Forest  
(20028 Lake Forest Dr)

Fee: \$5 per person



### APRIL

#### Friday Night at the Movies

12

6:30-9:30 p.m.

Featured movie,  
"Hope Springs,"  
starts at 7 p.m.

Lake Forest Community Center  
(25550 Commercentre Dr)

Fee: \$10 per person  
(includes food and beverage)

Pre-registration for  
this activity is required.



#### Parks Safari

20

9:30 a.m.-1 p.m.

Meet at: Lake Forest City Hall  
(25550 Commercentre Dr)

Fee: \$3 per person

Pre-registration for  
this activity is required.

#### The Gathering – Where Art Meets Skateboarding

27

6-10 p.m.

Etnies Skatepark  
of Lake Forest  
(20028 Lake Forest Dr)

Fee: \$5 per person



Save  
the Date



**Tuesday, May 14**  
**Summer Registration**  
**Begins 8 a.m.!**  
**Online, Mail-In, Walk-In**

## Bunny Blast: "An Egg Wonderland"

**Saturday, March 23**

11 a.m.-3 p.m.

El Toro Park  
(23701 Los Alisos Blvd)

Fee: Free (nominal fee for  
games, activities, and food)



For more info on any of these activities, call Community Services at 461-3450.



City of Lake Forest  
25550 Commercentre Drive  
Lake Forest, CA 92630

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## Important City Telephone Numbers



OC Animal Care . . . . . 249-5160  
Building Division . . . . . 461-3470  
Building Inspection . . . . 461-3468  
City Clerk . . . . . 461-3420  
City Council . . . . . 461-3420  
City Manager's Office . . . 461-3410  
Community  
Policing Center . . . . . 461-3530  
Community  
Preservation . . . . . 461-3474  
Etnies Skatepark . . . . . 916-5870  
Graffiti Hotline . . . . . 461-3583  
Planning . . . . . 461-3491  
Public Works . . . . . 461-3480  
Recreation . . . . . 461-3450  
Economic  
Development . . . . . 461-3567

### IMPORTANT CITY WEBSITES

City  
[www.lakeforestca.gov](http://www.lakeforestca.gov)

Economic Development  
[www.lakeforestbusiness.com](http://www.lakeforestbusiness.com)

Etnies Skatepark of Lake Forest  
[www.etnieskateparkoflakeforest.com](http://www.etnieskateparkoflakeforest.com)



*The Leaflet* is published by the City of Lake Forest and is distributed as a public service to the homes and businesses of the city. The City of Lake Forest welcomes your comments, suggestions and questions regarding *The Leaflet*. Please call or write:

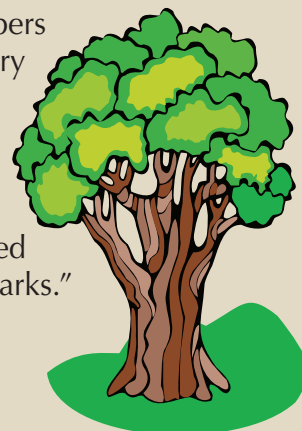
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461-3400



[www.lakeforestca.gov](http://www.lakeforestca.gov)

## "EXPAND THE FOREST"

The Expand the Forest program allows members of the community to dedicate trees in memory of departed loved ones or to commemorate special occasions while encouraging the expansion of our urban forest. Trees are \$70 and are planted and maintained by the City. There are several different species of approved trees which may be planted in several City parks."



**For more information, please call the Public Works Department at 461-3480.**

SPONSORS	TREE SPECIES	LOCATION	DEDICATION
Matt and Emily Arias	Liquid Amber	Rancho Serrano Park	To Our Sweet Daughter, Ashlyn, Who Loves Nature
The Yanchar, Black-Sdun, Yogi, Taylor/Lindquist, Schinzing, and Barr Families	Magnolia Tree	Alton Park	In Loving Memory of Our Dog Friend, Casey. She Was The Best. She Will Be Missed.

## Lake Forest Pet of the Week

Visit the City's website to meet the Lake Forest "Pet of the Week!" The "Pet of the Week" is a joint effort between the City and OC Animal Care to find a forever home for adoptable Lake Forest animals. A new pet is featured each week, along with an update on the adoption status of the previous Pet of the Week. Last year there were over 11,000 successful adoptions of dogs, cats and other animals from OC Animal Care. Visit [www.ocpetinfo.com](http://www.ocpetinfo.com) for more available animals that are in need of warm and loving homes. For more information, contact OC Animal Care at 249-5160 or visit them at [ocgov.com](http://ocgov.com).

